



The NSW Branch of the AHA presents:

# WEBSITE BASICS

A five-session online training in website creation and development.



**Presented by David Haubenschild**

This interactive online training is for Homoeopaths who have yet to create a website or have a basic website but have got stuck and want to revisit the basics. You don't need to have high technical proficiency as you will learn to 'do it yourself' by using a cloud website platform such as Wix, Weebly or Squarespace.



19 Aug - 14 Oct  
Fortnightly on Fridays



3-5pm



Online

5 x 2 hourly sessions held fortnightly on Friday afternoons from 3pm - 5pm

- Session 1      Friday 19 August
- Session 2      Friday 2 September
- Session 3      Friday 16 September
- Session 4      Friday 30 September
- Session 5      Friday 14 October

Fees:	AHA Professional Members:	\$350.00
	AHA General Members:	\$420.00
	Non AHA Practitioners:	\$490.00
	Students:	\$265.00



## Session content:

- 1.** ● Overview and playtime  
In this first session, the blueprint for the series is laid out. The aim is to get familiar with some web concepts and try our hand at one or more of the website builder platforms like Wix, Weebly and Squarespace.
- 2.** ● Your business and technology  
With this session we take a step back to define your website needs. This includes having a clear sense of purpose for your website and its role in your communications, marketing, and service delivery to customers.
- 3.** ● Audience and experience  
The focus on this session is sketching out the 'scaffold' of your new site. We'll attempt to build some page layouts in one or more of the website platforms.
- 4.** ● Content and production  
In this session we go through a planning process to determine what content we need, meeting both our business needs and audience's intent. We touch on web writing principles, accessibility, language, SEO (search engine optimisation), and use of media such as images and video.
- 5.** ● Website launch and wrap-up  
The final session is all about getting 'launch ready'. We review our websites against our launch checklist to make sure they're ready to publish. We also discuss some of the more technical aspects of websites,

**At the end of this session, you'll be ready to launch your new website!**

